

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 6/21/2016	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to re-appoint James Davison as the County's lodging business representative to the San Luis Obispo County Tourism Marketing District (TMD). All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board re-appoint James Davison as the lodging business representative to the San Luis Obispo County Tourism Marketing District. His term would expire July 1, 2019.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? No
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____ ) <input type="checkbox"/> Board Business (Time Est. ____ )			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? N/A	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A    Date: <u>8-11-2015</u>	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) All Districts			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 6/21/2016

SUBJECT: Request to re-appoint James Davison as the County's lodging business representative to the San Luis Obispo County Tourism Marketing District (TMD). All Districts.

## **RECOMMENDATION**

It is recommended that the Board re-appoint James Davison as the lodging business representative to the San Luis Obispo County Tourism Marketing District. His term would expire July 1, 2019.

## **DISCUSSION**

On June 10, 2015, the Board established the County's Tourism Marketing District (TMD). The Board at the time also approved the TMD's Management District Plan (Plan). The Plan describes how the TMD is structured, managed, funded and what activities will be carried out by and for the TMD. The TMD will be managed by a fifteen member Board of Directors. As noted in the Plan:

*The Board of Directors shall be selected as follows:*

- *One lodging business representative from each of the cities shall be appointed by the respective jurisdiction's city council or tourism organization, as each city determines*
- ***One lodging business representative shall be appointed by the County Board of Supervisors***
- ***One additional representative at-large shall be appointed by the County Board of Supervisors***
- *Nominations shall be sought from the assessed lodging businesses for the remaining six seats. Nominations will be verified by the nominating committee, and a slate provided to the Board of Directors. The slate will take into consideration the requirement for various business types.*

*The Board of Directors shall serve for staggered three-year terms. The initial Board shall serve for terms of one, two or three years. At the initial meeting, each director shall draw lots to determine their term. Approximately one-third of the initial board shall serve for one-year term, one-third for a two-year term, and one-third for a three-year term.*

The item before the Board today is the re-appointment of the County's lodging business representative to the Board of Directors as noted above. James Davison was appointed to the TMD Board on August 11, 2015. At a subsequent TMD Board meeting, Mr. Davison's term was determined to be one-year. The TMD is requesting the re-appointment of the lodging business representative and Mr. Davison has submitted a letter of interest to continue as the County's representative.

## **OTHER AGENCY INVOLVEMENT/IMPACT**

The Clerk-Recorder's Office has reviewed this item for compliance with the provisions of the Maddy Act.

## **FINANCIAL CONSIDERATIONS**

There is no financial impact with this item.

## **RESULTS**

This action ensures that there will be an unincorporated lodging business representative on the Board of Directors of the County's Tourism Marketing District. The County does not establish any performance criteria for the TMD beyond the legal contractual obligation to expend the funds for identified purposes. The onus is on the contracted Owner's Association to meet the expectations included in the Management District Plan and District Marketing Plan.

## **ATTACHMENTS**

1. James Davison letter of interest